



Town of Upper Marlboro

Town Hall, 14211 School Lane
Upper Marlboro, MD 20772

Tel: (301) 627-6905
Fax: (301) 627-2080

info@uppermarlboromd.gov
www.uppermarlboromd.gov

Mailing address: P.O. Box 280 • Upper Marlboro, MD 20773-0280

Request for Proposals

Town of Upper Marlboro Government Relations Firm

RFP # UM 2023-02

Project Overview: The Town of Upper Marlboro is seeking proposals from firms to assist and guide the Town with intergovernmental relations on the Federal, State, and County Level. This firm should have a solid understanding of the organization and dynamics of both the State of Maryland government and its elected officials, as well as Prince George's County government and its elected officials.

Scope of Work: Qualified applicants should be able to provide the below services to the Town:

- To advocate for the Town of Upper Marlboro during Maryland Legislative Sessions
- Strengthening partnerships with Local, State, and Federal governments.
- Implementation of strategy for overall effective representation and growth within the State of Maryland and Prince George's County.
- Educating the members of the Maryland General Assembly, Prince Georges County Government, and Federal officials of the Town's goals and initiatives.
- Provide frequent updates to staff and Town elected officials.
- Monitoring of both State and County Legislation pertaining to the Town or its initiatives.
- Developing lobbying strategies relating to economic development and revenue generation.
- Attend in-person meeting or conference calls as needed.
- General influential support

Level of Experience: Applicant firms must have the following experience:

- Extensive experience working with elected officials of the Federal Government, State of Maryland, and Prince George's County.
- Experience working at least five (5) Maryland Legislative Sessions
- Extensive experience working with a small/medium municipality.
- Ability to manage multiple issues and priorities on deadline.
- Individual or firm must have a thorough understanding of local, state, and/or federal government operations, including the legislative process.
- Individual or firm must have prior experience working within the Washington, DC region, including Prince George's County.
- Individual or firm must be able to work independently, but also thrive as part of a fully functional team

Budget: The annual budget for this service shall not exceed \$36,000

Deadline: Responses to this RFP are to be submitted by **Tuesday May 2nd, 2023** at 9am. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Selection Process and Criteria: This RFP is for a 24-month contract with the Town, with the option for renewal beginning July 1st, 2025 Town Elected Officials will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's understanding of effective government relations needs for municipal governments
2. The firm's availability to render services to the Town every month
4. Three references (with link) for past public relations experience with government organizations.
5. Budget, to be broken down into a monthly retainer fee.

Point of Contact: Kyle Snyder, Town Administrator, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.